

TRANSACTION INTERMEDIARY APPARATUS, METHOD AND  
SYSTEM WITH NEGOTIATION CAPABILITY FOR TRANSACTION OF  
GOODS OR SERVICES THROUGH COMMUNICATION NETWORK

Abstract of the Disclosure

5           A transaction intermediary apparatus, system and method  
with a negotiation capability promote trade of goods or  
services between buyers and sellers for achieving buyer  
driven transactions including transactions resulted from  
negotiation requests initiated by buyers. The apparatus  
10 receives first and second offer data of goods or services  
provided by sellers where the second offer data has  
conditions more beneficial to buyers in price or quality than  
that of the first offer data. The apparatus receives  
purchase conditions requested by a buyer and offers, in  
15 response, the first offer data to the buyer, receives a  
negotiation request from the buyer, and offers the second  
offer data in response to the negotiation request.

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